



## **Global TGI Barometer Issue 19: Busy Lifestyles**

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With a new year starting, many of us are resolving to improve our diets, health and fitness – but in the face of increasingly hectic lifestyles how feasible is this? We take a look at how well consumers across the globe feel that they are taking care of themselves and how a lack of time is likely to impact on this.

Whilst the latest Global TGI data indicates substantial variation in lifestyle self-perception across the world, the surveys show relatively high levels of concern amongst consumers in all countries. Respondents in Germany and Kenya are the least likely to blame packed schedules for neglecting themselves, but even so, nearly a quarter of them agree with the statement ‘Because of my busy lifestyle, I don’t take care of myself as well as I should’. British agreement levels were also relatively low, at 31%, in comparison to the US, where they were 10% higher.

Latin American consumers are far more likely still to feel that busy lifestyles are preventing them from taking optimum care of themselves. Mexicans had the highest agreement rate of 62%, but consumers in Brazil and Argentina are also very likely to empathise with the statement, with 60% and 47% agreeing in each country respectively.

### **Lifestyle implications**

In Western Europe, Britons seem the least likely to have a problem leaving work at the office, with only 17% agreeing that they worried about work during their leisure time (in comparison to Germany, where this figure was nearly twice as high). Britons also had the lowest agreement rate (of 16%) with the statement ‘I don’t have time to spend preparing and cooking food’ – whereas, again, Germans were much more likely to agree, with a quarter of them doing so. Despite this, however, Britons were nearly three times more likely to be ‘heavy consumers’ of ready meals than their German counterparts. Although 61% of Spanish respondents felt that ‘there are not enough hours in the day to do everything they would like to’, they were the least likely to compromise on the food they consumed, with only a quarter actually using ready prepared meals in their homes (in comparison to almost half of French respondents).

A clear gender divide is also evident in attitudes towards homemade meals. Of those who felt they ‘didn’t have time to spend preparing and cooking food’, a large majority were male. Once again Germany and Britain were at opposite ends of the spectrum; in Germany, men accounted for nearly three-quarters of those agreeing with the statement, compared to only half in Britain. Respondents working full time were the most likely ‘working status’ group to agree with the statement (with a third of them doing so), suggesting that long working hours can be a serious hindrance to healthy eating. Their agreement



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rate was, perhaps unsurprisingly, closely followed by those in full time education.

Similarly, when respondents were grouped according to their Body Mass Index (BMI), those who fell into the 'overweight' and 'obese' categories were nearly always more likely to feel that a busy lifestyle prevents them from taking good care of themselves, perhaps in terms of following a balanced diet and taking regular exercise. This seems to be a common theme across the globe; for example, French 'obese' people are 15% more likely than their 'normal' counterparts to agree with the statement and in Brazil two-thirds of those classified as 'obese' agree compared to less than half of 'normal' respondents (only Germany seriously varies from this trend, with those in the 'normal' category actually the most likely to agree). Similarly, respondents categorised as 'underweight' are also more likely than 'normal' respondents to agree with the statement, suggesting that a busy lifestyle can have a variety of impacts on diet and body shape.

### **Targeting the time poor**

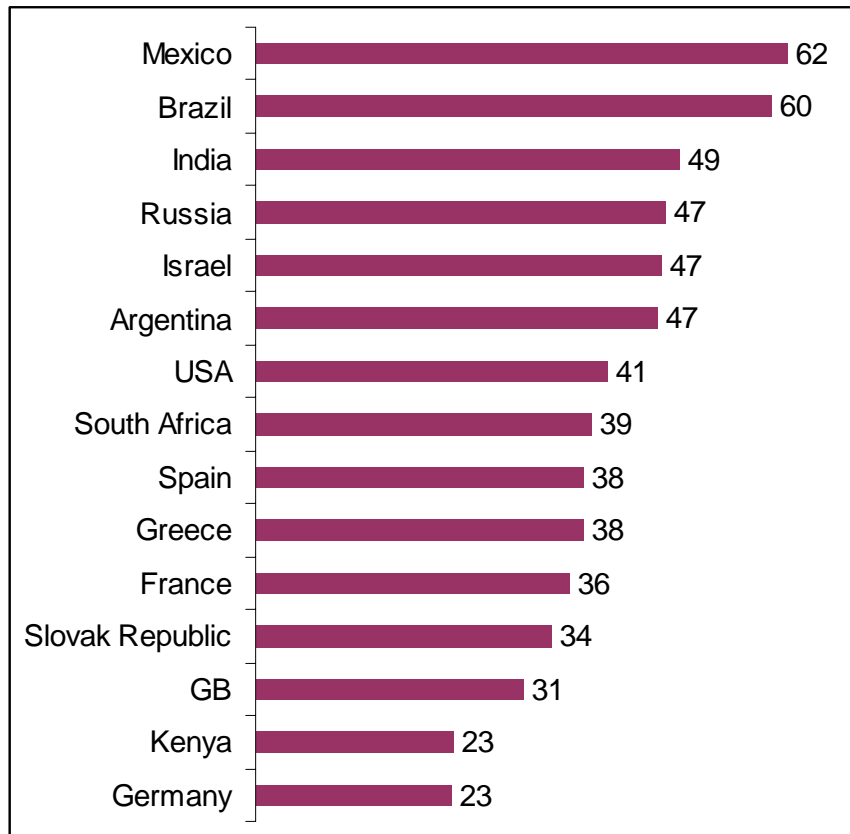
The fact that consumers are leading increasingly busy lives these days, does present new opportunities for companies operating in the health and wellness sectors. In Mexico for example, of the people who feel that their busy lifestyle stops them from taking care of themselves, 85% say that they would 'pay anything' where their health is concerned. And in the US, those who blame time pressures for neglecting their health are 28% more likely to say that they are 'usually the first to try a new health food'.



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**'Because of my busy lifestyle, I don't take care of myself as well as I should' - % agree**



Base: Individuals aged 18+

Source: Global TGI

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### **Editors' Notes**

The Global TGI network operates single-source consumer and media studies in over 50 countries worldwide. Used by brand owners, media owners and agencies, it measures consumers' product and brand usage, media consumption and attitudes, based on large samples - over 700,000 respondents annually worldwide. A typical survey will cover around 4,000 brands and 500 product categories.

TGI was originally developed in the UK by BMRB, one of the UK's leading marketing research companies. The first survey was conducted in 1969 and for the past 36 years BMRB has continued to market the service in Great Britain. BMRB is part of the KMR Group, which markets TGI globally.

KMR Group is a division of the Millward Brown Group, part of Kantar, WPP's insight, information and consultancy division.

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